

The
Chronicle
echo



2019-2020

2019-2020
MEDIA KIT

HELLO | THERE

COLUMBIA COLLEGE CHICAGO

Founded in 1890 as a college of elocution, the mission of Columbia College has been to educate students who will communicate creatively and shape the public's perceptions of issues and events.

Columbia College Chicago has grown into one of the most acclaimed arts and media colleges in the nation, with more than 6,000 current undergraduate and graduate students as well as more than 100,000 alumni, making our "network" among the largest of any arts and media colleges in the world.

THE LOOP

Located in the heart of Chicago's South Loop neighborhood, Columbia College is just steps away from Chicago's museum campus and a short transit ride from hundreds of theatre and music venues, independent film festivals and galleries. Home to more than 30,000 residents and more than 3,000 businesses, the South Loop is one of the fastest growing areas in downtown Chicago.

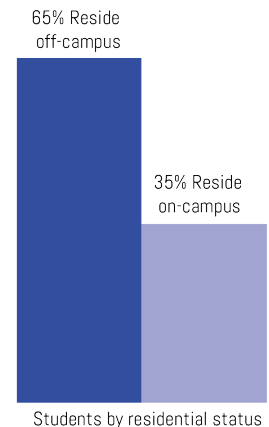
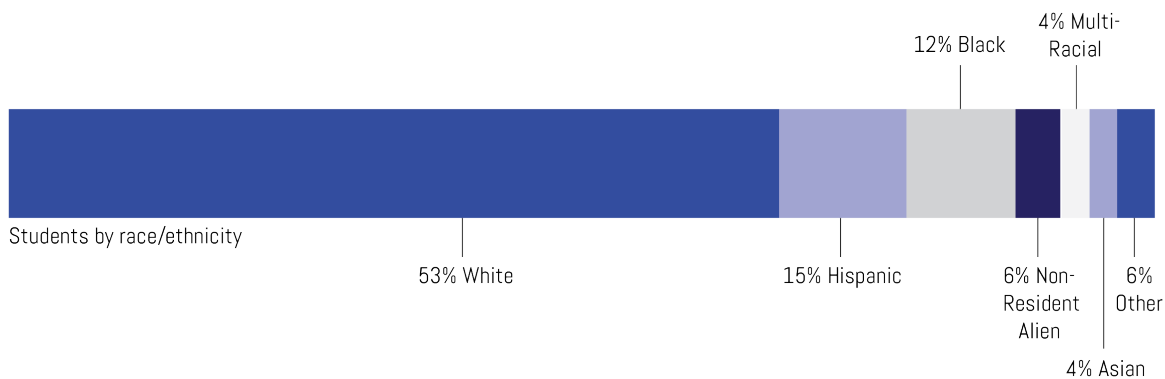
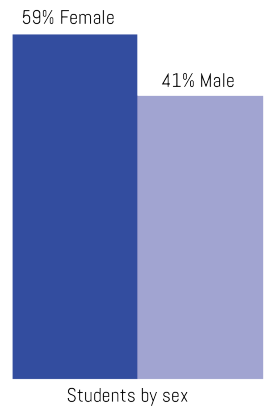


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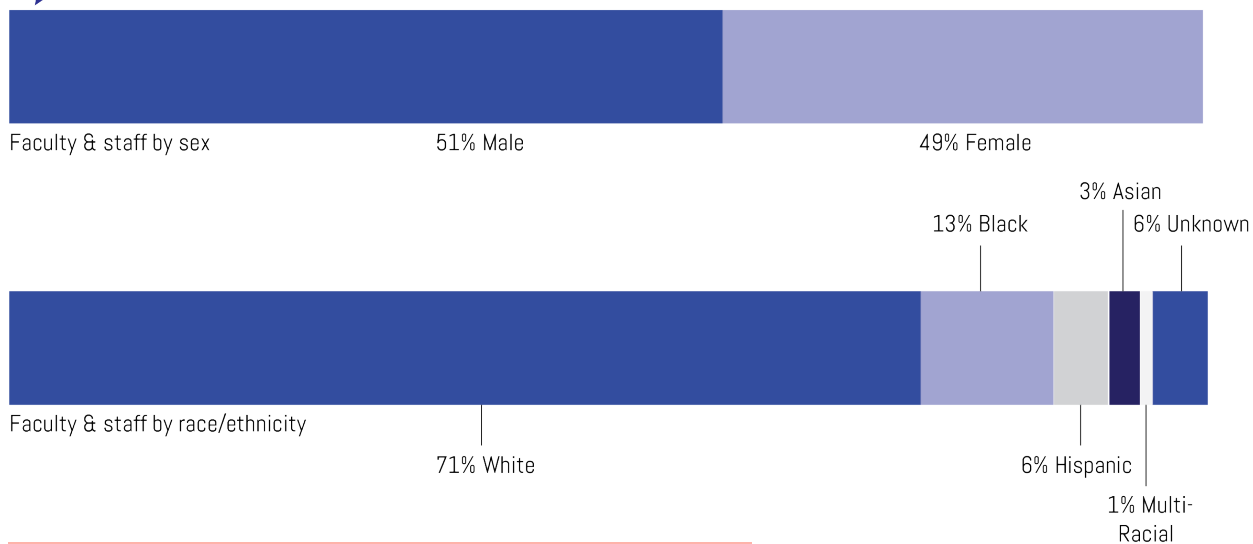
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OUR MARKET

6,195 TOTAL ENROLLMENT



1,613 TOTAL FACULTY & STAFF



ABOUT OUR MARKET

Columbia College Chicago values diversity and with that holds an extremely diverse student body. With dozens of student organizations, programs and on-campus job opportunities Columbia aims to serve as a voice for the thousands of young individuals that embody its campus.

*Numbers as of spring 2019 semester enrollment and fall 2018 semester staff.

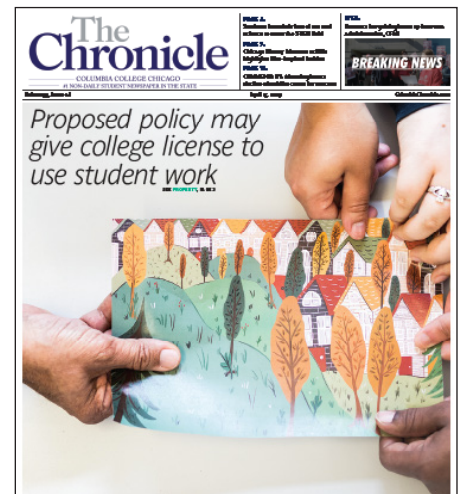


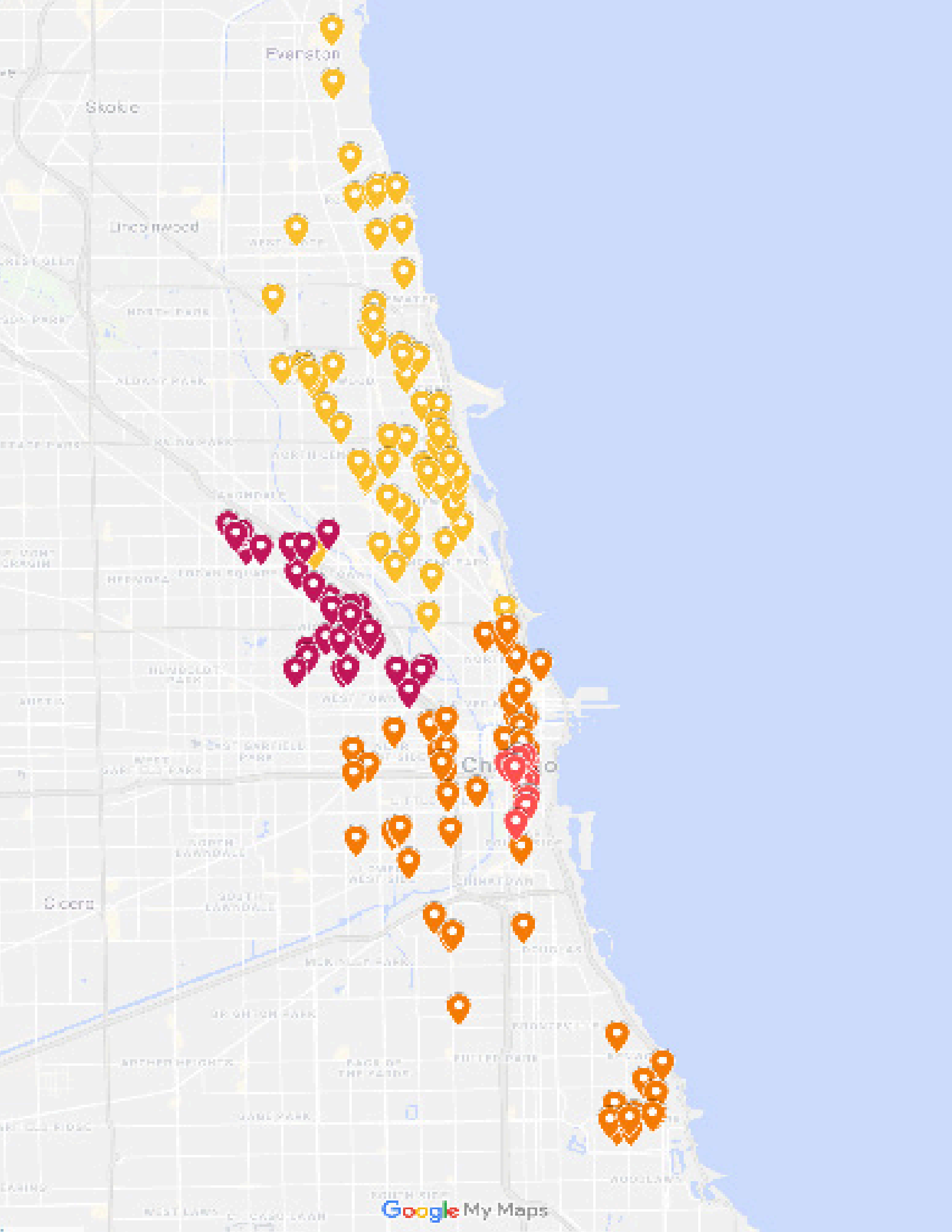
PRINT DISTRIBUTION

**PUBLISHED
EVERY
MONDAY**

**3,000
COPIES
PRINTED WEEKLY.**

**CITY-
WIDE
DISTRIBUTION.**





PUBLICATION SCHEDULE

ADVERTISING DEADLINES

The Chronicle print product is published every Monday during the fall and spring semesters. All advertising reservations and print-ready ads are due the Wednesday prior to the publication date.

The Chronicle digital newsletter is sent out every Wednesday during the fall and spring semesters. All advertising reservations are due the Friday prior to the publication date.

SPECIAL ISSUES

Certain issues of The Chronicle will have a special pull-out section, including themes to a specific or popular topic for our readers.

SPECIAL SECTIONS INCLUDE:

Back to School Issue
Holiday Guide
Sex Issue
Housing Fair Supplement
Orientation Guide



September 2019

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019

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27	28	29	30	31		

November 2019

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17	18	19	20	21	22	23
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December 2019

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29	30	31				

January 2020

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February 2020

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March 2020

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29	30	31				

April 2020

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12	13	14	15	16	17	18
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26	27	28	29	30		

May 2020

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24	25	26	27	28	29	30
31						

June 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

PRINT SCHEDULE: [\[Link\]](#)

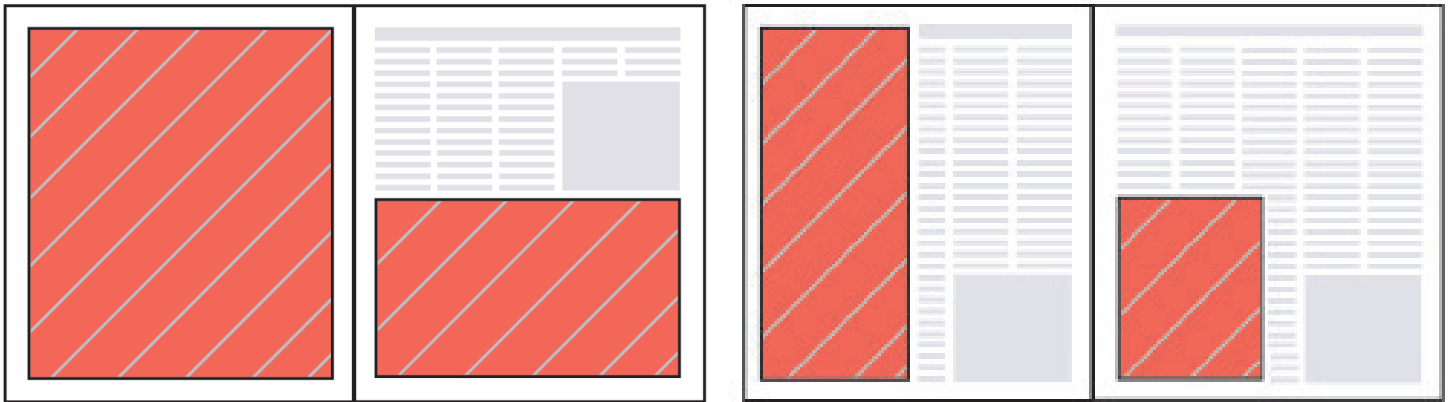
NEWSLETTER SCHEDULE: [\[Link\]](#)



PRINT PRICING

PRODUCTION

The Chronicle is published by a specialized newsprint company, with inks and paper stock of the highest quality, giving The Chronicle a clean and professional appearance.



Full Page
10" x 11"
Local \$550

Half Page Horizontal
10" x 5.5"
Local \$275

Half Page Vertical
5" x 11"
Local \$275

Quarter Page
5" x 5.5"
Local \$150

PRE-PRINTED INSERTS

Maximize your advertisement's effectiveness by running it as a free standing insert, which is pre-printed and inserted into copies of The Chronicle. There may be additional costs for special sizes.

\$350 for 1,000
\$600 for 2,000
\$1,000 for 3,000

STREET TEAMS

Have any specials coming up that you want Chicagoans to know about? The Chronicle Street Team is here to spread the word. Our goal is to bring in new customers directly to your door. Each team member will personally distribute your flier, or coupon to locals. This includes college students, staff, faculty, local residents and more!

\$100 per 100
300 minimum - 800 maximum

DISCOUNTS:

DISCOUNT A: 40%

- Placement of 22 print ads or
- 9 month web banner

DISCOUNT B: 25%

- Placement of 15 print ads or
- 6 month web banner

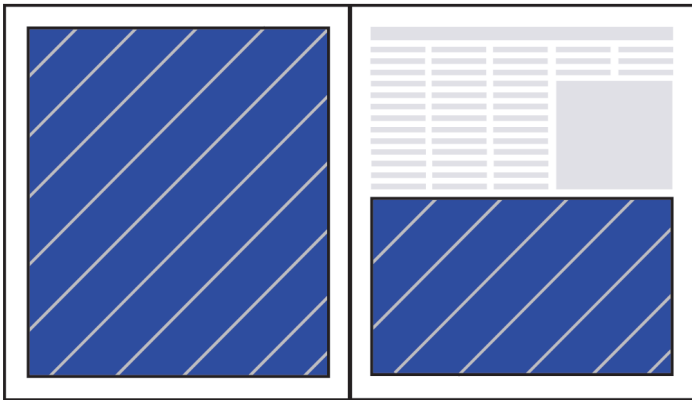
TRIPLE PLAY DISCOUNT: 15%

- Placement of 3 consecutive print ads or
- 3 month web banner

SPECIAL ISSUES

SPECIAL ISSUES

Special issues are released approximately four times a year. To keep students excited about the special sections, the topics change on a year-to-year basis. To hear about what topics are happening this year talk to your Chronicle representative.



Full Page
10" x 11"
Local \$660

Half Page Horizontal
10" x 5.5"
Local \$330



Half Page Vertical
5" x 11"
Local \$330

Quarter Page
5" x 5.5"
Local \$200

COLOR CHARGES:

4-Color Process (\$200)
Spot Color (\$80 per color)
Black & White
Guaranteed premium placement: +20%

THE HOUSING FAIR:

Half page ad and table: \$700
Full page ad and table: \$850
Premium placement ad and table: \$1,000
Two-page center spread and table: \$1,500

ONLINE ADVERTISING



*Run of site in rotation

CHRONICLE WEBSITE

Since 1995, thousands of people have made columbiachronicle.com their source for online news about Columbia College Chicago and its surrounding communities. The award-winning site accumulates 30,000 impressions on a monthly basis.

ONLINE RATES

10 day Leaderboard = \$175
30 day Leaderboard = \$350

10 day Medium Rectangle = \$125
30 Day Medium Rectangle = \$250



SOCIAL MEDIA

SOCIAL MEDIA POSTS

RATES

4 Posts - \$160

6 Posts: \$210

8 Posts: \$250

10 Posts: \$300

12 Posts: \$360

15 Posts: \$450



@CCChronicle



@TheColumbiaChronicle



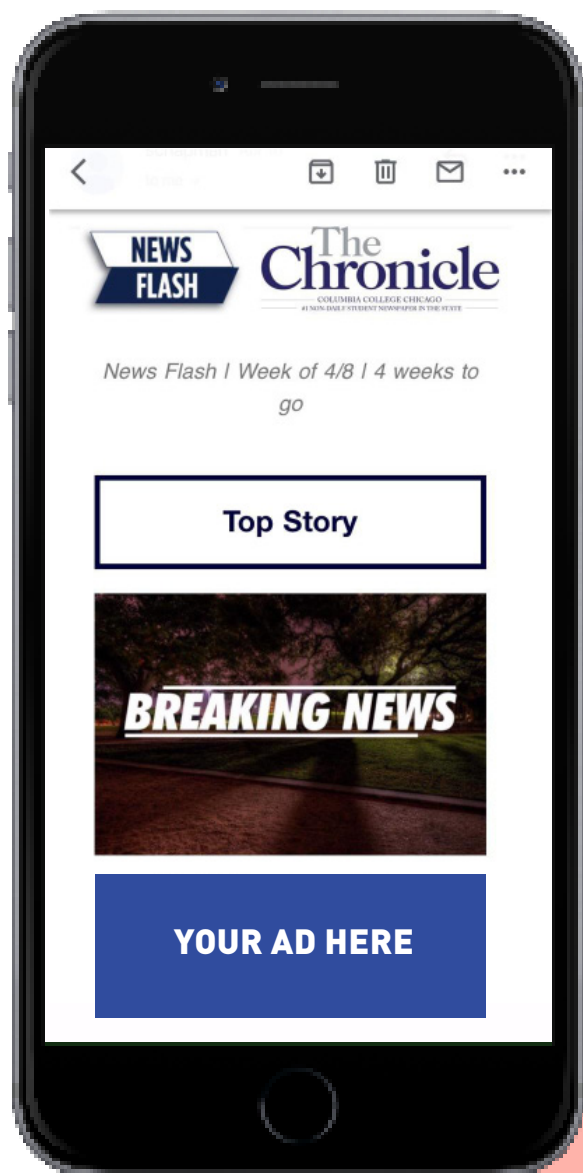
@CCChronicle



@TheColumbiaChronicle



DIGITAL NEWSLETTER



PRODUCTION

Utilizing a premium email newsletter service, The Chronicle digital newsletter is a convenient way for our readers to access our content on the go.

The newsletter includes our top stories for that week and also provides additional space for advertisers to connect with our audience.

CIRCULATION

The Chronicle digital newsletter is sent every Wednesday and enters the inboxes of 11,000 people.

NEWSLETTER RATES

Banner (600 x 200 pixels) = \$300



NEWSSTAND ADS



TAKE ADVANTAGE OF OUR HIGH-TRAFFIC LOCATIONS

Our high traffic locations are placed in the busiest areas of Columbia's campus and offer the opportunity to engage with students on a daily basis.

**Refer to our campus map to see where you may be.*

RATES:

Large - \$300/month
25.8" W x 49.5" H

Small - \$200/month
19" W x 36.5" H

CAMPUS MAP



1. 33 Ida B. Wells Dr.
2. 600 S. Michigan Ave / Alexandroff Campus Center
3. 619 S. Wabash
4. 618 S. Wabash
5. 623 S. Wabash
6. 624 S. Wabash
7. 754 S. Wabash / The Student Center

8. 916 S. Wabash
9. 72 E. 11th St / Get Theatre Center
10. 1014 S. Michigan Ave / Music Center
11. 1104 S. Wabash
12. 1306 S. Michigan Ave / Dance Center
13. 1312 S. Michigan / Sherwood Community Music School
14. 1600 S. State St. / Media Production Center

- A. 37 W. Van Buren St. / The Arc
- B. 525 S. State St. / University Center
- C. 642 S. Clark St. / Dwight Lofts
- D. 30 E. Balbo / 30 East

- Academic & Administrative
- Residence Halls



ON-CAMPUS TABLING

INTERACT DIRECTLY ON CAMPUS

By coming to the Columbia College campus you can interact directly with potential customers by handing out free products, hosting giveaways and other fun sessions that will ultimately result in greater brand awareness and loyalty.

TABLE EVENTS:

Reservation includes one 6 ft table and 2 chairs.

Must be reserved 2 weeks in advance.

\$50 per hour

*Minimum 4 hours

POPULAR CAMPUS EVENTS:

New Student Convocation - August 30, 2019

Chronicle Housing Fair - February 25, 2020

Manifest - May 15, 2020

ECHO MAGAZINE

WHO WE ARE

ECHO magazine is an annual, award-winning magazine produced by a team of journalism, photography and graphic design students at Columbia College Chicago.

ECHO tells thought-provoking stories about our city, sharing ideas and boosting voices through the medium of diverse, thoughtful content and engaging visuals.

Every year, the magazine tackles a new theme, exploring that concept with depth and sensitivity.

CIRCULATION

12,000 copies. Half of those are on campuses in the South Loop; other pick-up points include coffee shops, book and record stores, and cultural locations throughout Chicago and Evanston. Pass-along readership is estimated at 2.5 readers per issue, giving advertisers an estimated reach of 30,000 readers.

The magazine is free and available throughout our campus and in hundreds of locations throughout the city where young, curious readers gather. It is also shared with prospective students and their families.

TARGET AUDIENCE

ECHO is geared toward a young Chicago audience, ages 18-25, who are curious, culturally aware, involved and locally engaged.

AD RATES

Covers:

Outside Back Cover: \$1500

Inside Back Cover: \$850

Inside Front Cover: \$850

Inside Page:

Full Page/bleed: \$550



MAGAZINE METRICS

In the last year, ECHO magazine was recognized by the Associated Collegiate Press and the Columbia Scholastic Press Association as one of the top student publications in the country.

WHY ECHO?

- Magazines show the highest return on paid advertising
- Print helps consumers understand and recall messages
- Print generates the highest lift in brand favorability and purchase intent

Sources: MPA, The Association of Magazine Media, Nielson Catalina Solutions, Millward Brown Digital MPA and Scott McDonald, Ph.D.



ON THE RADIO

WCRX

WCRX 88.1FM is Columbia's student-run radio station, which also streams online. The station plays Top 40 music, along with new underground tracks and songs from local artists, along with some news and sports content from student journalists. As a noncommercial, educational station licensed by the FCC, the station cannot air standard commercials. WCRX can, however, broadcast underwriting acknowledgements. Those typically begin with phrasing like this: "Support for this program comes from (your business)." In underwriting and sponsorship announcements, businesses cannot include pricing information, comparisons, or calls-to-action. They can include basic information about a business or service, such as a slogan that identifies, but does not promote, along with location information (including a website), and "value neutral descriptions" of a business or service.

WCRX is a 100-watt station reaching an approximately 20-mile ra-

dius around Chicago. With a very diverse station and students working on the air and behind the scenes, the station broadcasts 24 hours a day, Monday through Sunday. WCRX, which has been produced on the air for more than 30 years, has won more than 100 national awards for quality programming in the areas of public service, education, news, promotion and entertainment.

RADIO RATES:

WCRX Underwriting Announcement: \$25

Podcast commercial: \$25

Production/creative charge: \$25



PODCASTS

CHRONICLE PODCASTS

The Chronicle podcasts can be found on our website columbiachronicle.com or columbiachronicle.podbean.com and provide yet another way for our audience to get our content on the go.

Advertisers have the option to incorporate prerecorded commercials into the podcast or utilize our staff to record and edit the blurb for you.

WCRX ONLINE:

www.WCRX.colum.edu

88.1 FM and available on the TuneIn app

Facebook, Twitter and Instagram:

@WCRXFM





CREATIVE SERVICES

DESIGN

A lack of artwork shouldn't discourage you from experiencing the benefits of advertising. Our experienced design team, staffed by award-winning graphic and visual artists, can create individual ads or entire campaigns specific for your business.

DESIGN RATES

Quarter Page Ad = \$25

Half Page Ad = \$40

Full Page Ad = \$40

Digital Ad = \$25

**For all design commissions, it is required to give an additional week's notice as to ensure your product is of the highest quality and meets all specifications. No additional charges for ads designed with 4-color.*

**Submit clean copies of logos and/or clip art. Provide original photos or negatives. When submitting artwork, make sure ad is correctly sized, and if scaled, in the correct portions.*

TECHNICAL SPECIFICATIONS

The Chronicle

Preferred format is a .PDF file, Photoshop CS5 or a previous version and best if saved as .tiff.

Echo Magazine

ECHO is printed in 4-color process; therefore, ALL images and layout artwork need to be designed in 4-color process. All materials are required to be digital.

Online

Accepted formats include .JPEG, .PNG, .GIF, .SWF. File size limit for ALL online ad files is 60 kb.



**CLASSIC
AMERICAN
FOOD
FRESH
INGREDIENTS
LOCALLY
SOURCED
NO B.S.
JUST GOOD**

THE SPOKE & BIRD
208 E. 10TH ST. CHICAGO, IL 60616
EVERYDAY 7AM-6PM // 929-263-2473

Made by humans. for humans.



**HB
HOTEL BLAKE
CHICAGO**

Ideally located at the heart of historic Printer's Row sits Hotel Blake, a boutique Chicago Hotel. Whether you visit Chicago for business or pleasure, Hotel Blake offers upscale Chicago Accommodations along with impeccable service.

When making reservations, mention the Columbia College Friends and Family rate for special discounts and offers.

To Reserve Call: 312.986.1234
Or Visit: www.hotelblake.com

*Ascend
HOTEL COLLECTION*

Columbia

COLLEGE CHICAGO



CONTACT & TERMS

CONTACT INFORMATION

General Manager

Travis Truitt
phone: 312.369.8955
fax: 312.369.8430

Physical Address

The Chronicle
33 Ida B. Wells Dr., Suite 224
Chicago, IL 60605-1996

Mailing Address

The Chronicle
600 S. Michigan Ave
Chicago, IL 60605-1996

TERMS & CONDITIONS

The office of Student Publications and Media is the umbrella group name for marketing/advertising sales in The Columbia Chronicle, and ECHO magazine.

The advertiser and/or advertising agency agrees to defend the Office of Student Publications and Media against any and all liabilities of expense, arising from claims of libel, unfair compensation, unfair trade practice, and infringement of trademarks, trade names or patents, violations of rights privacy.

The Office of Student Publications and Media at Columbia College Chicago reserves the right to insert the word "advertisement" above and/or below any copy.

The Office of Student Publications and Media at Columbia College Chicago reserves the right to change its advertising rates and conditions set forth on its rate card at any time and for any reason without prior notice.

The Office of Student Publications and Media at Columbia College Chicago shall not be liable for slight changes or typographical errors that do not decrease the value of an advertisement, nor will the Office of Student Publications and Media be liable for any other errors appearing in the advertisement unless the corrected copy is received before the copy deadline with corrections plainly noted thereon. Liability, if there is any, is limited to the cost of the ad in question. No cash refunds will be made.

Credit is available to qualified accounts under credit terms. All bills must be paid within 30 days of billing. All other copy must be accompanied by payment. Pre-payment is required for all first-time advertisers. A service charge of 18% will be applied every 30 days on all past due accounts. Past due accounts will receive a letter from the Office of Student Publications and Media concern-

ing their status. If no action is taken to correct this outstanding balance, action will ensue in small claims court. The client will be responsible for all court costs in addition to the amount outstanding.

Advertisers and Agencies forwarding orders to the Office of Student Publications and Media of Columbia College Chicago that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular rate scheduled, and conditions in force at the time published will apply.

Advertising canceled after the deadline for publication is subject to a full charge. Canceled ads will also be subject to a \$50 service charge to cover handling and production costs.

The Office of Student Publications and Media at Columbia College Chicago is not responsible for any specific ad placement IN ANY SPECIFIC PUBLICATION. Ads may be moved or removed at the discretion of the editors.

Advertisers will be charged an additional \$25 for any check returned by the bank.

The Office of Student Publications and Media accepts Visa, MasterCard, American Express, Discover, personal checks, money orders, cash, and certified checks.

To pay online with credit card, go to columbiachronicle.com/advertise

All delinquent accounts will be referred to college legal counsel and collection representatives.

All advertising submitted is subject to the approval of the editor-in-chief, executive editor, managing editor, and advertising manager. These officers reserve the right to refuse any advertising content that does not meet Student Publications and Media standards. Unless authorized in advance, no charge will be made without the consent of the advertiser or agency. Advertisements that discriminate on the basis of race, creed, color, gender, national origin, or sexual preference will not be accepted.

Ads commissioned to the Office of Student Publications and Media Creative Services department, within seven days of the intended run date, may be subjected to an additional \$75 Rush Priority charge.

To be eligible for the Office of Student Publications and Media discounted design rate, all additional ads must be of the same size, format, media type of the initial design, and commissioned within the same order.

All rates are net.

Proofs are available upon request. Advertisers should give a minimum of one week's notice before all ad copy deadlines, if proof is needed. The advertiser is responsible for contacting the advertising manager in order to make corrections or changes. Any changes, additions, or deletions to an ordered advertisement must be in writing. The Office of Student Publications and Media is not responsible for errors resulting from changes made verbally over the phone.

The Office of Student Publications and Media reserves the right to sell special promotional advertising packages that carry special rates.

Columbia
COLLEGE CHICAGO